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FOR IMMEDIATE RELEASE

Ottawa -- The appointment of Marie-P. Poulin to the Senior Officer position of Secretary General of the Canadian Broadcasting Corporation and its Board of Directors was announced today by President Pierre Juneau. The appointment is effective March 1st.

Born in Sudbury, Ontario, Ms. Poulin completed her Master's degree in social sciences at the University of Montreal in 1969. Following training and studies in Montreal, Paris and California as well as work experience at the University of Montreal and at the Centre des services sociaux de l'Outaouais, she joined the CBC in 1973 as a researcher for radio station CBOF in Ottawa. The following year, she was appointed producer in charge of weekend programming and created RADIOACTIF. Shortly afterwards, she launched PLACE 1250, a daily afternoon broadcast.

In 1978, Ms. Poulin was the founding director of the French radio station CBON in Sudbury and responsible for the development and management of French radio services in northeast and northwest Ontario. In July 1983, she was appointed Director of French Regional Broadcasting. Since June 1984, she has served as Associate Vice-President, Regional Broadcasting Operations, managing all financial, technical and human resources in the CBC's 15 French regional radio stations and 12 French television stations. Moreover, in this capacity, in the spring of 1987, she became chairperson of the Management Review Committee of CBC Enterprises.

In the fall of 1987, Ms. Poulin was awarded the Medal from le Conseil de la vie française en Amérique for her outstanding contribution to French culture in every part of the country.

Ms. Poulin is married to the Canadian portrait-artist Bernard Poulin. They have two daughters, Elaine and Valérie.

Ms. Poulin will report directly to the President.

- 30 -

February 10, 1988

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